

Rep Order# 6839804 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 6:44 PM 1 of 3

EC'd Yes Last Received: 08/08/2012 4:53 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () HIRSCHBIEL FOR CONG 3050 K ST NW Sales Office () PHILADELPHIA
Product PAUL HIRSCHBIEL WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1555 Agency C/P1/P2/E 106/113/1555
Buyer Maura Gilroy Flight Dates 08/28/2012 - 09/03/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

-- CONTRACT COMMENT --

CLIENT: HIRSCHBIEL FOR CONGRESS SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$23,650
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|---------|-------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 5A-6A | WAVY NEWS 10 @ SUNRISE | :30 | \$500.00 | 08/28-08/31 | 1 | 1 | 1 | \$500.00 | |
| | 2 | M | 6A-7A | WAVY NEWS 10 TODAY | :30 | \$1,500.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,500.00 | |
| | 3 | TU-F | 7A-9A | TODAY SHOW | :30 | \$1,500.00 | 08/28-08/31 | 1 | 1 | 1 | \$1,500.00 | |
| | 4 | SA | 7A-8A | WAVY NEWS 10 SATURDAY MORNING | :30 | \$400.00 | 09/01-09/01 | 1 | 1 | 1 | \$400.00 | |
| | 5 | SU | 7A-8A | WAVY NEWS 10 SUNDAY MORNING | :30 | \$400.00 | 09/02-09/02 | 1 | 1 | 1 | \$400.00 | |
| | 6 | TU-F | 9A-10A | TODAY SHOW 2 | :30 | \$350.00 | 08/28-08/31 | 1 | 1 | 1 | \$350.00 | |
| | 7 | TU-F | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$250.00 | 08/28-08/31 | 1 | 1 | 1 | \$250.00 | |
| | 8 | TU-F | 2P-3P | THE DOCTORS | :30 | \$150.00 | 08/28-08/31 | 1 | 1 | 1 | \$150.00 | |
| | 9 | TU-F | 4P-5P | ANDERSON COOPER | :30 | \$250.00 | 08/28-08/31 | 1 | 1 | 1 | \$250.00 | |
| | 10 | TU-F | 5P-530P | WAVY NEWS 10 @ 5PM | :30 | \$900.00 | 08/28-08/31 | 2 | 1 | 2 | \$1,800.00 | |
| | 11 | TU-F | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$900.00 | 08/28-08/31 | 2 | 1 | 2 | \$1,800.00 | |

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Product PAUL HIRSCHBIEL
Estimate# 1555
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 106/113/1555
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-------------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 12 | TU-F | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$1,500.00 | 08/28-08/31 | 2 | 1 | 2 | \$3,000.00 | |
| | 13 | SA | 6P-630P | WAVY NEWS 10 SATURDAY @ 6PM | :30 | \$500.00 | 09/01-09/01 | 1 | 1 | 1 | \$500.00 | |
| | 14 | SU | 6P-7P | WAVY NEWS 10 SUNDAY @ 6PM | :30 | \$500.00 | 09/02-09/02 | 1 | 1 | 1 | \$500.00 | |
| | 15 | TU-F | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$1,200.00 | 08/28-08/31 | 2 | 1 | 2 | \$2,400.00 | |
| | 16 | TU-F | 1135P-1235A | THE TONIGHT SHOW | :30 | \$350.00 | 08/28-08/31 | 1 | 1 | 1 | \$350.00 | |
| | 17 | M | 5A-6A | WAVY NEWS 10 @ SUNRISE | :30 | \$500.00 | 09/03-09/03 | 1 | 1 | 1 | \$500.00 | |
| | 18 | M | 7A-9A | TODAY SHOW | :30 | \$1,500.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,500.00 | |
| | 19 | M | 9A-10A | TODAY SHOW 2 | :30 | \$350.00 | 09/03-09/03 | 1 | 1 | 1 | \$350.00 | |
| | 20 | M | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$250.00 | 09/03-09/03 | 1 | 1 | 1 | \$250.00 | |
| | 21 | M | 2P-3P | THE DOCTORS | :30 | \$150.00 | 09/03-09/03 | 1 | 1 | 1 | \$150.00 | |
| | 22 | M | 4P-5P | ANDERSON COOPER | :30 | \$250.00 | 09/03-09/03 | 1 | 1 | 1 | \$250.00 | |
| | 23 | M | 5P-530P | WAVY NEWS 10 @ 5PM | :30 | \$900.00 | 09/03-09/03 | 1 | 1 | 1 | \$900.00 | |
| | 24 | M | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$900.00 | 09/03-09/03 | 1 | 1 | 1 | \$900.00 | |
| | 25 | M | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$1,500.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,500.00 | |
| | 26 | M | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$1,200.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,200.00 | |
| | 27 | M | 1135P-1235A | THE TONIGHT SHOW | :30 | \$350.00 | 09/03-09/03 | 1 | 1 | 1 | \$350.00 | |

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|----|----|-----|------------|--------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 28 | M | 1235A-135A | JIMMY FALLON | :30 | \$150.00 | 09/03-09/03 | 1 | 1 | 1 | \$150.00 | |

--REPORT TOTALS--
Report Totals: 32 / \$23,650.00

--SALES MONTHLY TOTALS--

Sep 12: 32 / \$23,650.00
Sales Totals: 32 / \$23,650.00
Station Totals: 32 / \$23,650.00
Lines not sent/rcld/rtrn: 0 / \$0.00

| | | | | | | |
|---------------|----------|---------|----------|----------|---------|----------|
| Market Totals | \$69,559 | CATV 0% | WAVY 34% | WGNT 0% | WPXV 0% | WTKR 23% |
| | | WTVZ 2% | WVBT 7% | WVEC 34% | | |

--COMPETITIVE--
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---
CASH IN ADVANCE